



Celebrate Long-Term Living!

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For Immediate Release

Contact: [YOUR CONTACT INFO]

[CITY, STATE] — Americans are living longer and staying healthier than ever before, according to [YOUR ORGANIZATION.] "Older Americans now have more choices than the long-term institutional care that once was the primary option for our senior citizens," said [NAME, TITLE] of [YOUR ORGANIZATION.] "More and more people of [YOUR CITY OR STATE] are remaining in their own homes and communities well into their later years," [HE/SHE] said. "Keeping older adults healthy, independent, and engaged benefits all generations."

We are entering a new era in this country and in our community. Next year, the 78 million baby boomers will begin turning 60. This May, as we celebrate Older Americans Month, [YOUR ORGANIZATION] will consider this momentous demographic change in the aging of our population. The theme "Celebrate Long-Term Living" was selected to honor older Americans as a national treasure, and to highlight the need for mid-life and older persons to be prepared to live longer than previous generations. Older adults and baby boomers need to make thoughtful choices now so they will be more likely to remain healthy, productive, and financially secure in their later lives.

The U.S. Administration on Aging wants all Americans to know that better planning, better community-based long-term care options and more consumer-friendly systems, are allowing more older Americans to remain vibrant and independent. "As Americans, we value choice," said [NAME.] "Studies have shown that, given the choice, older adults will remain in their homes and communities for as long as possible." [YOUR ORGANIZATION] is proud to offer services that help them do just that — programs that help older persons to eat better and keep active, that highlight the positive benefits of civic engagement, and that redefine aging in our society.

It's never too early to begin exploring the options available to you or to a loved one. We urge you to begin planning now for your later years. Please call us at [YOUR NUMBER.]

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